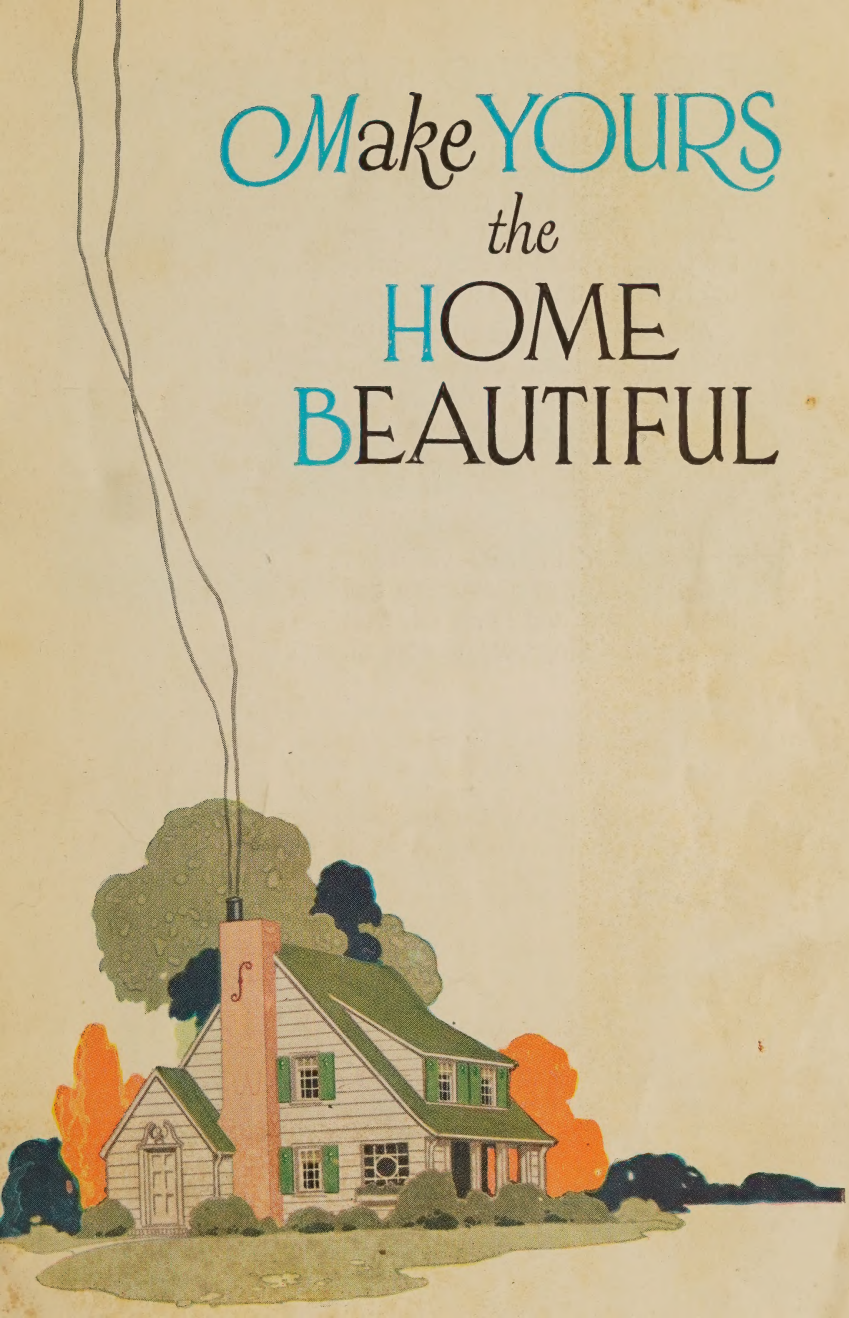
Make YOURS the HOME BEAUTIFUL



FOREWORD

Whether we are moved by a desire for more beautiful surroundings or whether it is the more material motive of sanitation and preservation, paint is the one product to which we must turn.

Almost every spot or article inside or out of the home can be brightened or beautified by its use and there is surely no more quickly recognized mark of prosperity and good taste.

It is that we might suggest ways in which paint in all its variety of beautiful colors can so easily add to your health and happiness that we are presenting this little booklet.

A UNIQUE COLONIAL

The finishing of the new home or the refinishing of the old, is largely a matter of colors—of harmonies and pleasing contrasts. Nature supplies a part of the effect but the home-maker must do the rest.

As an aid in making the home the charming picture you would like it to be, The Lowe Brothers Company offers a free decorative service. Practical help in planning the painting and decorating, with color combinations designed to suit the style of architecture and the general location or background of your house, are yours for the asking.

The attractiveness of this Colonial house is obtained through the distinctive design and the simple color treatment which brings out all its beauty and charm.

One of the outstanding characteristics of High Standard Paint which was used on the exterior of this home, is that it wears down uniformly, thus leaving an ideal surface for succeeding coats when repainting time finally comes.

The body and sash of the house above are painted with Lowe Brothers High Standard Liquid Paint White with the roof in Rich Tone Shingle Stain Forest Green.

A MODIFIED DUTCH COLONIAL

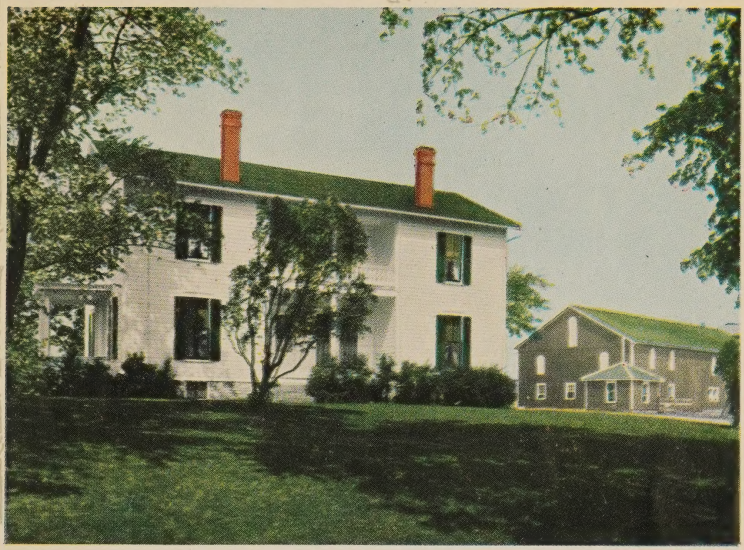
The judicious use of color both inside and out of the home has become a science as well as an art.

The fact that we have a personal preference for a particular color scheme is not reason enough for using it, particularly on exteriors. A color scheme must be popular, harmonious with respect to neighboring houses on either side, the background provided by Nature and the size and style of architecture of the building to be painted.

For instance, this house required a different treatment from that given to the colonial on the foregoing page. Its lawn is more spacious and it is blessed with a greater abundance of foliage in shrubbery and trees. The object here has been to make it seem a part of its setting through harmony with its immediate surroundings.

High Standard covers a surprisingly large area per gallon. This, and its lasting quality make it a most economical paint.

High Standard Light Buff was used on the body of this house; the sash and trim are in High Standard White; the roof was stained with Rich Tone Shingle Stain Gray.



A REAL COUNTRY HOME

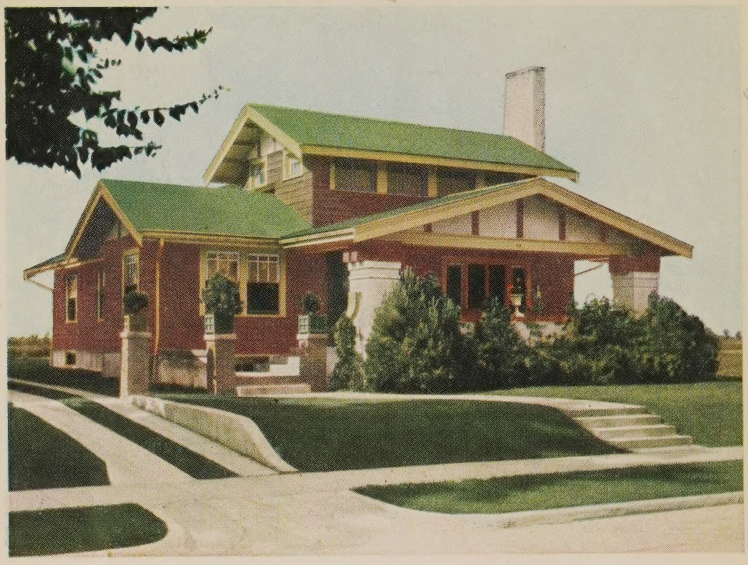
Paint has surely worked miracles for this farm home. With its new coat of paint, it stands on its spacious carpet of green and reflects the sunshine of the country.

Love of the beautiful in his surroundings is not the only reason that the modern farmer keeps his home well painted. Being a good business man, he appreciates the economic advantage, for paint in almost any color is a good investment. It is the armor that protects his buildings from destruction by winter's snow and sleet, rain, and summer's scorching sun.

An especial note of interest is the harmonizing color of the barn and pump house. Instead of the customary red, they are painted Gray in order to form a complete harmony for the whole estate.

When High Standard Paint is used for the exterior of the home, the labor cost is less than when a cheap paint is used, because High Standard spreads easily.

The color scheme shown above is: Body and trim, High Standard White; sash, Black; shutters, Bottle Green; roof, Palmetto Green Shingle Stain; (barn) body, Standard Barn Paint Gray; trim and sash, White; roof, Palmetto Green.



AN AIRPLANE BUNGALOW

As neat raiment wins you a hearing, so does the outward appearance of your home affect your community standing. If this were not a sufficient reason for keeping property well painted, then there is the actual real estate value to be considered.

There is no depreciation in the value of property when the house is as beautiful and well preserved as the bungalow shown above.

This house has received a different treatment from the houses illustrated on previous pages. Here Rich Tone Shingle Stain has been used extensively, while the others have been painted with High Standard Liquid Paint.

Rich Tone Shingle Stain penetrates and preserves the numerable pores and fibers that are exposed in rough sawed wood.

Note how the color scheme of this bungalow harmonizes with the shrubbery in front and with the little boxwood trees on the posts.

Rich Tone Shingle Stain Autumn Brown is the predominating color of this bungalow; the trim is High Standard Light Drab, sash, White, while the roof is Shingle Stain Forest Green.

A HOSPITABLE LIVING ROOM

The living room belongs to all the family. It is their haven of rest, their comfort and joy.

Because it is the spot in which we really live, beauty here should be combined with utility and convenience, if we would have home in its truest sense. This may be managed primarily through careful selection of colors and also through the choice and arrangement of furnishings.

In the room above, the softly gleaming white of the enameled woodwork lends a dignity and beauty, yet makes it altogether livable. Linduro Enamel is the product with which this fine effect was accomplished. Linduro Enamel works under the brush with delightful ease and dries without the slightest trace of a brush mark.

Walls of Mellotone, serving as a background for well selected pictures, bring the sunshine indoors by day and reflect the firelight's glow at night. How much easier it is to be a delightful hostess, either to one's own family or to friends, in an environment like this!

The walls of this living room are finished in Mellotone Cream Tint, the ceiling in Mellotone Ivory Tint, the woodwork in Linduro Enamel White and the floor with Neptunite Floor Varnish.

AN ATTRACTIVE DINING ROOM

Perhaps no other room in the home is so much the pride of the woman who presides over it as is the dining room. The family gathers here daily to enjoy the results of mother's supreme effort to please. No wonder she wants a cheerful atmosphere prevailing.

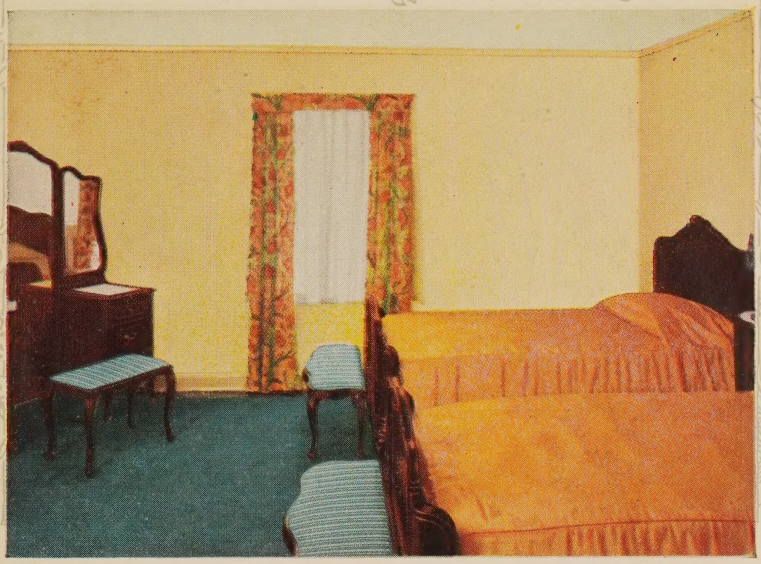
The color scheme in the dining room on this page is charming and restful beyond expression.

Although a wealth of color has been used here, it all blends naturally so that none of it is obtrusive, but tends only to produce an effect of warmth and richness.

Here again the plain walls were chosen although any of the multi-colored finishes could be used with equally pleasing results.

Of particular interest is the fact that the colors of Non-Fading Oil Stain, which was used on the woodwork, will not fade when exposed to the direct rays of the sun. Nor will the stain raise the grain of the wood.

Mellotone Light Tan was used on the walls, Ivory Tint on the ceiling and Early English Non-Fading Oil Stain followed by Paste Wood Filler Dark and Neptunite Interior Varnish for the woodwork.



A RESTFUL BED ROOM

To a happy existence, variety is most necessary and for this variety in our surroundings, we depend largely upon color.

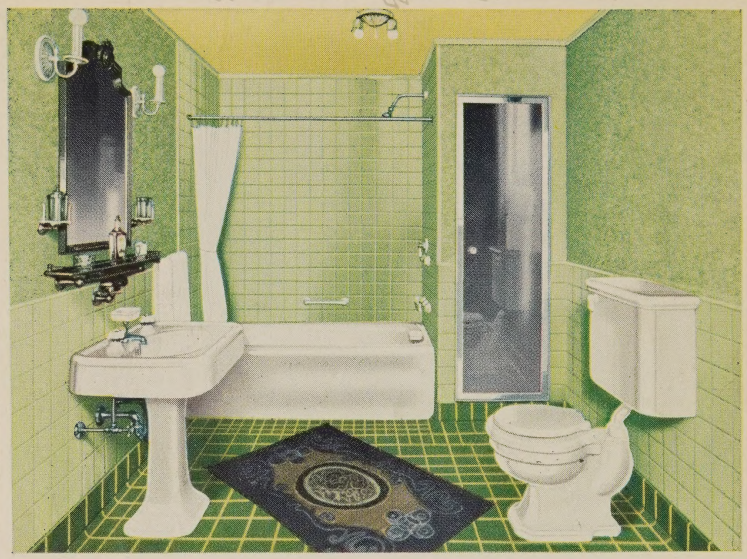
So much has been written concerning the effect of color upon our lives that everyone is giving more definite thought to the subject.

For bed rooms, where the tones must be quiet yet refreshing, the foundation color should be chosen first and then the contrast added. The predominating color may be a tint of the occupant's favorite shade and additional touches as gay as may be wished.

The soft tints and velvety flat finish of Mellotone wall paint give beautiful decorative effects as shown in the room above, or in one of the many patterns which can be obtained through "sponge-imprinting" or "scumbling."

Best of all these tints will not fade making it possible to rearrange pictures and other hangings. Mellotone is not easily marred. It is an oil paint and may be cleaned with soap and water or a good cleaning compound.

Mellotone Cream Tint was used on the walls of the bedroom above, while Mellotone Ivory Tint was used on the ceiling; Linduro Enamel Old Ivory was used on the woodwork.



AN INVITING BATHROOM

Before the trend in modern decoration called for colors of a brilliant hue, it was customary and proper for the bathroom to be painted white throughout, or at the most in very light colors.

Times and customs change, so now the bathroom receives as much attention and careful planning with regard to the harmonizing and contrasting of colors as any other room in the home.

The bathroom shown above gives a splendid idea of what is being done in using bright colors. The wainscot and shower recess are Keene's cement, while the upper walls are in Tiffany Finish.

Mello-Gloss is the ideal product for the walls and ceiling of the bathroom. Its semi-gloss finish makes it easy to clean by washing the surface lightly. Linduro Enamel, which forms a china-like surface, gives the finish for the woodwork of this room.

The color scheme for this bathroom is: ceiling, Mello-Gloss Cream Tan; upper wall, Bath Blue and Sea Green blended over a dry background of Ivory White; lower wall, Rest Green; floor, green tile with mortar to match ceiling.

EFFECTIVE WALL FINISHES

It is quite probable that color plays a bigger part in the decoration of home interiors than exteriors, for they are the background of family life.

Plain painted walls in any of the beautiful soft tones seem to furnish the ideal setting for the colorful drapes and gay bits of furnishings which are so much in vogue.

But for those who must have design and variety of color on the walls, there is an unlimited choice of effects with paint. Not only is it possible to produce any combination of colors to suit the household furnishings, but these walls also possess the very desirable qualities of being washable.

Making these multi-color effects is not difficult. A little practice will produce surprising results.

Upon request, decorative schemes done in actual paint will be sent you free by the Decorative Department of The Lowe Brothers Company, Dayton, Ohio, or Toronto, Canada.

The two samples of Mellotone sponge-imprinting above are made as follows: (left) Cream Tint, imprinted with Ivory Tint, Green Tint and Light Tan; (right) Green Tint, imprinted with Ivory Tint and Light Tan.

A DELIGHTFUL KITCHEN

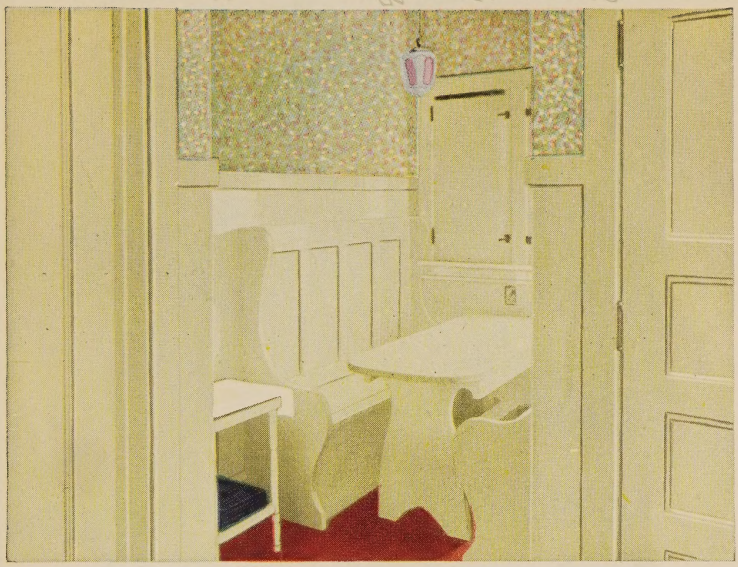
A friend of ours tells of her experience in turning a dull kitchen into a place as interesting and delightful as the studio of an artist. A little paint and varnish, and some dainty curtains added so much warmth and charm that this lady now looks upon the preparation of appetizing dishes as a pleasant task—in reality, her art.

Mello-Gloss in any of the beautiful shades is ideal for the kitchen walls and ceiling. It can be washed easily—a mighty important item since these walls are constantly subjected to dirt, and grease from cooking vapors.

Where light colors and an enameled finish are preferred for the woodwork, nothing can surpass Linduro Enamel, which provides a tile-like surface as readily cleaned as a china plate.

Sometimes painted floors are desired. For this purpose, Floor Enamel is ideal. It forms a glossy, tough, durable coat, and dries hard enough for light use in twelve hours. It may be cleaned with a damp cloth.

Mello-Gloss Ivory White was used on the walls of the above kitchen. The woodwork and cupboards were done in Linduro Enamel Ivory. Neptunite Floor Varnish protects the floor.



A COZY BREAKFAST NOOK

The little breakfast nook has come to be a necessary feature of every home, whether it be built in as the one illustrated here or simply a gaily decorated table and chairs placed in a corner of the kitchen.

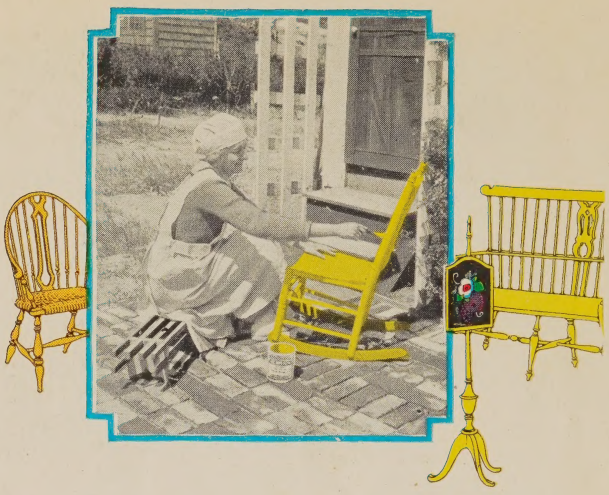
Breakfast is always an informal meal anyway. It has to be prepared and served hurriedly, for the duties of the day are ahead. The breakfast nook or breakfast set saves both time and effort and may be cheerful and inviting.

There is no end to the possibilities of painted decoration, either for furniture or for walls. It may be flat or gloss, gay or subdued, and have a wealth of variety in color.

Very pretty effects may also be produced by striping or stenciling the furniture with contrasting shades, and for the woman who enjoys the things her own hands create, it will afford interesting pastime.

There is a Lowe Brothers product for every painting and decorating need. More than fifty years' manufacturing experience is behind them.

Sponge-imprinting was used on the walls of this breakfast room. Mello-Gloss Bath Blue was imprinted with Gray Rose and Ivory White. The benches, table and woodwork are in Linduro Ivory.



REFINISHING OLD FURNITURE

Par-O-Keet Lacquer enables you to refinish any of your old pieces of furniture and use them within an hour after it has been applied.

Besides quick-drying qualities, it has many other merits. For instance, it is made in many striking colors to conform to the trend in modern home decoration.

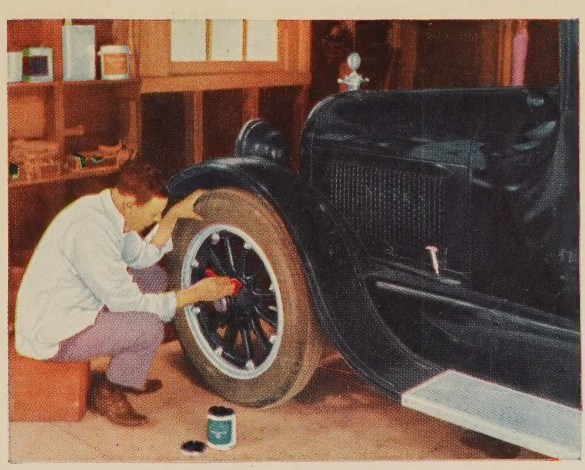
Also, it flows on easily, can be smoothed out with one stroke of the brush, and within an hour there appears a hard, semi-gloss surface, impervious to water, hot or cold.

THE PORCH

That porch is most inviting and cheerful whose furniture and floor covering harmonize with the surroundings of lawn and shrubbery.

To achieve this, use Lowe Brothers Auto Enamel, which comes in a wide variety of attractive colors or if preferred, Neptunite Varnish Stain, which produces natural wood effects. For the floor, Porch and Deck Paint gives a tough, durable coating which will last long and look well as long as it lasts.

A very useful product in the refinishing of furniture and woodwork is Lowe Brothers Paint and Varnish Remover which is quick in action. It stays soft, allowing ample time to remove the old finish.



KEEP YOUR CAR LOOKING NEW

Restore the finish of your car to its first day newness with Lowe Brothers Auto Enamel. You will be proud of the "old bus" and its value will be greatly increased. The painting can be done at home right in your own garage.

Use Lowe Brothers Auto Top Finish, a quick drying elastic coating for water-proofing and renewing the black luster finish on auto tops, curtains and tire covers.

Lowe Brothers Automobile Polish adds new life to varnish that has lost its original luster and makes gloss surfaces sparkle.

TRUCKS AND TRACTORS

All farm machinery decreases in value with age and use, but this depreciation is reduced by protecting it from the ravages of rust and decay with Lowe Brothers Truck and Tractor Paint.

Trucks, binders, wagons, tractors, etc., all give added years of usefulness when protected with this paint. It is easy to apply and lasts unusually long.

For various odd jobs of painting around the home The Lowe Brothers Company makes Screen Enamel, Standard Metallic Paint, Concrete and Cement Coating, Aluminum Paint and many others.

We have the exclusive agency in this community for—

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